



**Purpose:** As the state's central coordinating body for service and volunteerism, the Commission is responsible for developing, implementing, and sustaining a vision and culture of national service and community engagement within the state.

Our **mission** is to strengthen and unify Utah communities through national service, volunteerism, and broader community engagement.

Our **vision** is to have vibrant, inclusive, productive communities in Utah with active, engaged individuals.

### Minutes

COMMISSION MEETING

July 17, 2020

2:00 P.M. to 4:00 P.M.

Virtual Meeting held via Google Meet

#### ATTENDEES

##### Commissioners

Melissa Fromm  
Nancy Basinger  
Debra Hoyt  
Karen McCandless

Kelly Riding  
Alan Griffin  
Debbie Hardy  
David Clark

##### Staff

LaDawn Stoddard  
Mike Moon  
Jacob Johnson  
Sara Dorsey

#### **WELCOME/GOVERNANCE – KAREN MCCANDLESS** (conducted this meeting in the absence of Commission Chair Paul Leggett)

Approval of the Minutes – Alan Griffin motioned to approve the minutes from the May 20<sup>th</sup> Commission Meeting. Debra Hoyt seconded the motion. Vote carried unanimous.

Approval of Consent Agenda – Nancy Basinger motioned to approve the consent agenda. Melissa Fromm seconded the motion. Vote carried unanimous.

A representative from the Lt. Governor's office was not present to give comment.

#### **2020 DASHBOARD UPDATE**

- National Service - Development of New Programs in Target Geographical/Priority Need Areas
  - On Track. Exploring ways to continue outreach for new programming in the current environment
- National Service Member Engagement
  - Within 15% of target. This was outside 15% of target at the May commission meeting so progress has been made.
- Community Engagement – Expand the capacity of organizations to effectively engage volunteers and manage donations.
  - Outside 15% of target. The commission will be discussing these trainings later on in this meeting. The target for this may need to be reconsidered due to COVID-19 and the associated difficulty in engaging volunteers.
- National Service – Inspire National Service Engagement
  - Within 15% of target. This involves supporting AmeriCorps programs in their recruitment efforts. Measurements may change to reflect how successful programs are in recruiting members as opposed to how many outreach events are attended. This is a good opportunity for us to adjust recruiting plans.
- Community Engagement – Encourage more Utahns to engage in volunteerism through the Pathways of Community Engagement.
  - Within 15% of target. UServeUtah anticipates that this target will be met by the end of the year.
- National Service – Recognition of National Service Members and Programs
  - On target. Nice job!
- Community Engagement – Recognition of municipality engagement of community members
  - Within 15% of target. UServeUtah anticipates that this target will be met by the end of the year.

### **Commission Feedback**

- Alan Griffin asked a follow-up question regarding the recognition focus. The Utah State Board of Education just recognized six community members with the President's Volunteer Service Award.
  - LaDawn clarified that this individual recognition focus with municipalities is regarding cities/towns for how they engage volunteers. LaDawn continued that the President's Volunteer Service Award could fall under UServeUtah's "Promote and Inspire" initiatives as we encourage individuals to engage in their communities. This could be a great opportunity to cross-promote the Pathways and National Service with the k-12 audience.

### **DIRECTOR UPDATE- LADAWN STODDARD**

#### **Staffing Changes**

- Ruqia Qasim took a position with GOED. She had been loaned to GOED and ended up being recruited to join their team. She was a member of the UServeUtah team for four years and will be missed.
- Theresa Talia's position was removed as she was part-time and a large portion of her workload was event planning and making arrangements for trainings and events which are no longer on the calendar.
- Tinesha Zandamela left UServeUtah to attend law school. UServeUtah management was aware that she would likely not stay on staff for a long period of time. She was able to achieve a lot in her position during her time on staff.

#### **Volunteer Generation Fund Grant**

UServeUtah was successful in applying for the Volunteer Generation Fund. The focus of the \$185,000 in funding will be the Pathways to Community Engagement.

- The Pathways to Community Engagement are based off of Stanford's Pathways of Public Service and Civic Engagement which include: Community Engaged Learning and Research, Community Organizing and Activism, Direct Service, Philanthropy, Policy and Governance, Social Entrepreneurship and Corporate Social Responsibility
- The Pathways were originally developed to be used in higher education, but UServeUtah will use this grant funding to take this resource to the general public.
- UServeUtah will develop a diagnostic tool that will identify where individuals are prone to get involved and then take it a step further to offer them specific opportunities where they can immediately get involved.
- Pathways will also be added to the training suite so that organizations throughout Utah will know how to get involved and how to list their opportunities.

#### **QUESTIONS**

- What do the recommendations look like? Will they link to actual opportunities?
  - UServeUtah hopes to link to actual opportunities
  - UServeUtah hopes to have an interface that will work with JustServe's content
  - The goal will be to have more than just Direct Service opportunities.

#### **Community Engagement Grants**

UServeUtah has granted out \$242,710 in Community Engagement Grants. The purpose of these grants is to increase Utahns' awareness of and participation in community and civic engagement initiatives.

- 18 organizations were funded out of 77 applicants.
- Out of the 77 applicants, ~35 were passed along to be reviewed
  - Some applicants did not align with the purpose of the grant and were not considered for funding
- UServeUtah staff thanks the commissioners that were involved in the review process
- The announcement of organizations funded will be posted on social media and within UServeUtah's monthly newsletter.

#### **National Service**

UServeUtah's AmeriCorps State portfolio has 6 new programs including three planning grants.

##### **Planning Grants:**

- Utah's Higher Education AmeriCorps Network (UHEAN)
- STEM Action Center
- Clever Octopus

##### **New Programs:**

- Five County Association of Governments
- WabiSabi Moab
- Welcome Baby, United Way of Northern Utah

### **Cultivating Opportunity and Response to the Pandemic through Service (CORPS) Act**

- The CORPS Act would expand AmeriCorps, Senior Corps, and the Volunteer Generation Fund over the next 3 years to aid in pandemic recovery while also reducing barriers and improving benefits for service.
- The CORPS Act is proposing to take AmeriCorps positions from 75k/yr to 150k additional in year 1, 200k in year 2, and 250k in year 3
- This growth could quadruple the size of programming in UT and would provide additional flexibility with programming
- The increased AmeriCorps positions would serve as a pathway to employment
- If the state gets these resources, UServeUtah will need help identifying organizations that they can bring into the AmeriCorps portfolio in Utah
- The CORPS Act has bipartisan support from legislators
- No match requirement

### **Questions**

- Would the FTE requirements be the same for funding?
  - For Operational - yes, 10 minimum
  - UServeUtah could have a cohort that the commission holds and send out members in smaller numbers to organizations
  - Would operate similar to VISTA by the commission
- Is there any information on the national level on what recruiting would look like?
  - UServeUtah would likely work with DWS to recruit those receiving unemployment
  - Patterned after the Civilian Conservation Corps (CCC) – that was created during the Great Depression.

### **Potential Commission Retreat**

The Department of Heritage and Arts had the pavilion at Sugarhouse Park reserved for a department retreat that has now been postponed. UServeUtah now has this pavilion available for use on August 18<sup>th</sup> from noon until 2pm. LaDawn Stoddard asked commissioners to weigh in on if they would be comfortable gathering together along with UServeUtah staff for a socially distant lunch.

- Nancy Basinger yes, Melissa Fromm yes, Karen McCandless yes, - depending on where we are at
- Alan Griffin uncomfortable
- Debbie Hardy - out of town, but comfortable
- Kelly Riding - play it by ear, see where we are in a month
- LaDawn will send out information about it, put it on a calendar appointment and watch and see what happens with the COVID-19 situation in Utah.

### **Surveys**

- UServeUtah staff will be asking commissioners for their feedback via Qualtrics surveys because there is more to be discussed than will fit in to today's commission meeting
- One is related to high school honor cords (just one example)
  - What qualifies as service?
  - List of items for yes/no
  - Comments
- UServeUtah values and appreciates commissioners' input as they reevaluate how they carry out their initiatives

Kelly Riding – Thanked the UServeUtah team (present and those that have left) for being adaptable & nimble with change.

## **2020 Focus Discussion**

### **NATIONAL SERVICE – JACOB JOHNSON**

#### **AmeriCorps Alumni Network**

This has been a conversation that UServeUtah has had for a while that has been hampered by COVID-19 & staffing changes. UServeUtah recognizes the value of this network - for alumni and for our current and future programs and members.

#### **Objectives**

- Strengthen AmeriCorps alums as they end their national service journey in their resolve to continue to serve and make a difference in their communities.
- Leverage the experiences and passion of alumni to advocate for federal resources to National Service and AmeriCorps programs.
- Provide opportunities for alumni to network and develop valuable professional relationships.

- Encourage alumni to take leadership roles and continue to develop a strong network of National Service members and alumni in Utah.

### **Commission Feedback**

- Nancy Basinger- question - Peace Corps does this really well. Why is that? Have we looked into their model to replicate their success?
- LaDawn Stoddard - What we've decided to do here is very similar to what universities do
  - If you have participated, you are automatically an alum
  - We will move members into the network as they exit
  - They can be as engaged as they would like as they continue with their career path
- Melissa Fromm - events are really important - bring individuals back to reconnect - can be social, an invitation to volunteer together - Personal connections will bring people back and keep them engaged with the network.
- Alan Griffin - Is this something that already exists? Is funding necessary?
  - No, there is not a Utah Alumni chapter
  - UServeUtah hopes it will lead to an Alumni led initiative
  - UServeUtah has not discussed funding in detail
  - There isn't a ton of money that needs to go into it, just staff time
- Debra Hoyt - incentivize opportunities - internship opportunities, job opportunities, make it valuable to participants, make it a network that will help them as they move into their next steps in life and take service with them as they go. Make it FUN.
- LaDawn Stoddard - competition is engaging
- Nancy Basinger - speakers that can educate alums on what is happening in the NS world <in chat> "One thing I would add to Melissa's comment is that I think "speakers" that can update members on what is happening now with AmeriCorps in Utah is also helpful - they want to know it is continuing"
- Karen McCandless - have a PURPOSE for gathering. It doesn't always have to be service. Maybe they could gather to discuss certain topics/questions. Encourage alums to be a part of conversations to learn/share experiences.
- Kelly Riding - professional network - it's a win-win. You are contributing but also gaining information. Common goals, brainstorming, make it so they are giving back but also getting something back.
- How to measure success
  - Membership, engagement, turnout at events
  - Since advocacy is a part - maybe outreach levels from alumni if you can track that engagement
- UServeUtah hopes to have the first meeting this year (likely virtually in the fall)

### **COMMUNITY ENGAGEMENT – MIKE MOON**

#### **Volunteer Management Trainings**

Do we make our Professional Development Volunteer Management Training an online resource? If so, partial? Full?

- Nancy Basinger- Yes, but be thoughtful about the design to preserve the interactive elements that make the training successful. Probably won't be able to do the same amount in the same amount of time. So partial may make sense. You can do really cool interactive things in breakout rooms in Zoom. You can simulate certain elements of the experience where participants would still find interactions with each other valuable. It can be done and it is a cool opportunity for UServeUtah to push ourselves out of the envelope and widen our audience statewide
  - LaDawn Stoddard - point of clarification - Referring to a LIVE online version? Not a recording.
  - Mike Moon – UServeUtah doesn't offer live OR recorded right now, so we value feedback on either method. It would be less time intensive for staff to have a pre-recorded version that participants would pace themselves through
  - Nancy Basinger - Yes, she was referring to live online version. But thinks that they are NOT mutually exclusive. Watch "X" video before you come to the live class to network with other participants live. This would allow people to pace themselves as well as benefit from the dynamic pieces. She also thinks there are just people who love in-person so ultimately, you would be able to have them be parallel for slightly different audiences.
- Kelly Riding - At the Utah Afterschool Network they host workshops & conferences. They will all be virtual for upcoming events. She likes the combined method. Have breaks. Spread it out. Spread it over weeks. UServeUtah can still get great engagement & networking on a virtual platform.
- Debra Hoyt – She just attended a 3-day conference. It was a blend of everything and went really well. They had far more people sign up for it than they thought they would. UServeUtah has the potential to reach even more people. People still felt that they could connect with other attendees. UServeUtah could make training resources available for a certain amount of time after the training for those that may have scheduling conflicts.

- Karen McCandless - The Community Action Network held a virtual conference recently and it was very successful. Because it was virtual, they were able to bring experts in that they otherwise would not have been able to afford to do. By hosting a virtual training, UServeUtah could bring in experts outside the network to strengthen the training. Particularly modules 3 & 4 could benefit from a combined method of training delivery. UServeUtah could be strategic about which modules they pre-record and which ones they bring participants together to “practice” strategies virtually.
- Alan Griffin- Technology learning curves exist, but UServeUtah needs to consider what makes a successful conference/presentation regardless of the tech/delivery. If it is structured well with engaging activities and good presenters, the delivery won’t matter as much.

Are there some topics you recommend for virtual delivery over others? Why or why not?

- Nancy Basinger - Thinks recruitment and recognition could be presented as pre-recorded videos. UServeUtah could bring trainees together at a later session to discuss.
- Debra Hoyt- Feels that she does not remember enough about content to give recommendations at this time.
- Mike Moon – UServeUtah will follow up about this question with a poll that will provide more information to commissioners to aid in their recommendations.
- LaDawn Stoddard - We would love recommendations for potential partners for future training
  - Nancy Basinger via chat - Jodi Emery at the U

If this training becomes an online resource, what is an appropriate price point?

- Price point for in-person in 2019 for full registration was \$75-\$85 for the two-day training, packet, and meals
- In 2020 UServeUtah planned to increase price to \$100, but did not hold any trainings at this price point
- Nancy Basinger- most of the virtual trainings she has attended have not changed pricing structure. She has attended conferences that were free / one-offs that were free; trainings she had previously signed up for/paid for that ended up being virtual were priced the same.
- Debra Hoyt - trainings she has attended have waived fees; the one she is in currently is 3-weeks long and intensive at no cost
- Alan Griffin - There was a very successful video series offered at the Utah State Board of Education on Student Data Privacy that might be useful as an example: <https://schools.utah.gov/studentdataprivacy/videoresources>

One of the biggest takeaways for attendees has been the interpersonal interaction with other organizations. If we move in the direction of a virtual VMT, what are your recommendations for keeping some resemblance of collaboration?

- Kelly Riding - Have touchpoints afterward to help with networking - form a cohort throughout the year that could network. They are adding this element to their conference.

If we continue the training without a virtual option, when, how do you recommend we resume?

If we do go virtual, do we still continue to hold in person?

- LaDawn Stoddard leans toward returning to in-person training when safe to do so (personal preference).
- Alan Griffin- UServeUtah will have to evaluate on an ongoing basis - right now we need to be virtual. Maybe in the future we reevaluate to return to in person. Good to have both options
- Melissa Fromm- In the future, people can come in if the situation allows, and participants could also join via zoom if they are less comfortable gathering.
- Kelly Riding – It takes a lot of work to create a whole training on a virtual platform. Whatever we do, it should be sustainable, and something we could continue to use in the future regardless of what that holds.
- Debra Hoyt - If we go virtual it would provide opportunities for rural organizations to join in without eating travel costs. It would also save us the money of travelling across the state. UServeUtah could charge more via virtual because it would remove the costs associated with holding in-person training sessions.

## COMMUNITY UPDATES

### ADJOURN

There was no motion to adjourn.